



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 196207

**Schedule Dates** 09/19/12-09/25/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/9/19-9/25/12/Est 379  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Est 379 9/15-9/25

**Date Entered** 09/18/12  
**Last Modified** 09/20/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$58,353.75  
**Net Total** \$330,671.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Sep. 2012  
**Grand Total:**  
163  
\$389,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2		2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12
43.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2		2						4	\$2,400.00	\$9,600.00	WJLA Arlington (WJLA)		9/18/12
44.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	6:58P- WHEEL OF FORTUNE	2		2						4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		9/18/12
45.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	7:27P- JEOPARDY	1		1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/18/12
46.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
47.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
48.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
49.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
50.0	Normal Line / SPOT	09/19/12-09/21/12	4	:30	3:01P- ANDERSON COOPER SHOW	1			1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/18/12
51.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT	2								1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 196207

**Schedule Dates** 09/19/12-09/25/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/9/19-9/25/12/Est 379  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Est 379 9/15-9/25

**Date Entered** 09/18/12  
**Last Modified** 09/20/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$58,353.75  
**Net Total** \$330,671.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 163  
**Rate** \$389,025.00  
\$389,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
51.0.1	Preempt	09/23/12															WJLA Arlington (WJLA)	Too Many Spots per Tip /Exception - ONLY ONE BREAK	
52.0	Normal Line / SPOT	09/19/12-09/21/12	2	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/18/12
53.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		9/18/12
54.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$13,000.00	\$13,000.00	WJLA Arlington (WJLA)		9/18/12
55.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	9A- INSIDE WASHINGTON							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/18/12
56.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	7:57P- ABC-SHARK TANK							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/20/12
57.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	9:01P- ABC-WHAT WOULD YOU DO?							1		1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		9/20/12
58.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	10P- ABC-20/20							1		1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/20/12
59.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
60.0	Normal Line / COLLEGE FOOTBALL	09/22/12-09/22/12	2	:30	3:28P- SPORTS-ABC COLLEGE FOOTBALL							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/20/12
61.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 196207

**Schedule Dates** 09/19/12-09/25/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/9/19-9/25/12/Est 379  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Est 379 9/15-9/25

**Date Entered** 09/18/12  
**Last Modified** 09/20/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$58,353.75  
**Net Total** \$330,671.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
Spots 163  
Rate \$389,025.00  
\$389,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
62.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	7:29P- JEOPARDY WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
63.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
64.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7A- WALL STREET JOURNAL							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/20/12
65.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
66.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	9:30A- WASHINGTON BUSINESS REPORT							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
67.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/20/12
68.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7:58P- ABC-PRIMETIME EMMY AWARDS							1		1	\$23,500.00	\$23,500.00	WJLA Arlington (WJLA)		9/20/12
69.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	11:02P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/20/12
70.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	7:57P- ABC-DANCING WITH THE STARS								1	1	\$25,000.00	\$25,000.00	WJLA Arlington (WJLA)		9/20/12
71.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	10:01P- ABC-CASTLE								1	1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 196207

**Schedule Dates** 09/19/12-09/25/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/9/19-9/25/12/Est 379  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Est 379 9/15-9/25

**Date Entered** 09/18/12  
**Last Modified** 09/20/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$58,353.75  
**Net Total** \$330,671.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
By Broadcast Month  
Sep. 2012  
Grand Total:  
**Spots** 163  
**Rate** \$389,025.00  
\$389,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
72.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	7:57P- ABC- DANCING WITH THE STARS RESULTS	1		1						1	\$25,000.00	\$25,000.00	WJLA Arlington (WJLA)		9/20/12
73.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
74.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	5P- NEWS-SUNDAY ABC 7 NEWS @5P								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: